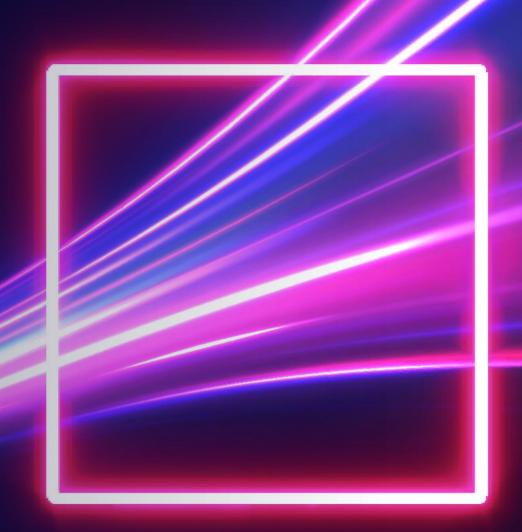
## 

# BARRIERS

Embedding a culture of marketing-driven commercial growth in B2B









### WHY MARKETING NEEDS TO OWN MORE OF YOUR GTM STRATEGY



**Nick Turner** CRO, Dreamdata



Jon Clarke VP Global Service Innovation, **Transmission** 



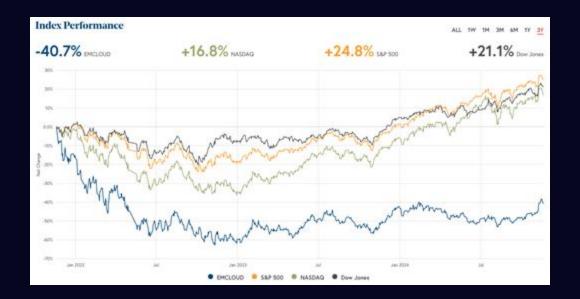




#### ECONOMIC HEADWINDS

**SINCE 2022** 

- Operating costs
- Margins
- Business valuation multiples







### WHO OWNS THE 4PS?







## OPINION: WHO SHOULD OWN THE 4PS?



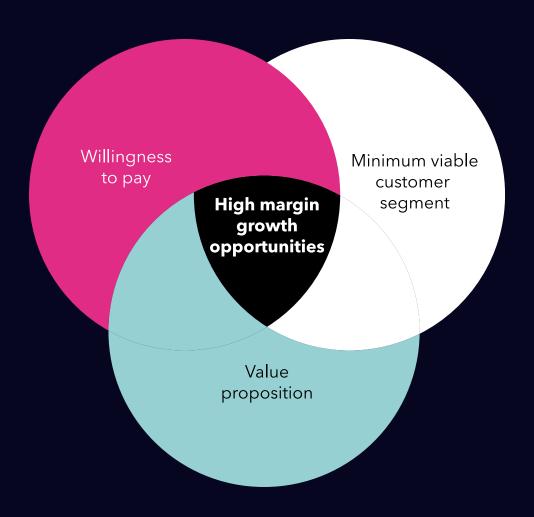




#### 4Ps RESPONSIBILITY

THE CASE FOR GTM OWNERSHIP

- Deeper market understanding
- Product/market fit
- Sustainable growth requires:
  - A distinctive brand
  - Compelling value propositions
  - Distinctive products
  - Compelling campaigns









#### SUMMARY

#### THE CASE FOR GTM OWNERSHIP

- Responsibility for the 4Ps has drifted away from marketing function
- Today's need for efficient GTM strategies requires efficiency across the 4Ps
- There's a correlation between GTM efficiency and business valuations
- Marketing is best positioned to provide success







### RESPONSIBILITY FOR THE 4PS (PRODUCT, PRICE, PROMOTION, PLACE) HASN'T CHANGED HANDS







### TODAY, GTM FUNCTIONS NO LONGER HAVE ACCOUNTABILITY FOR MOST OF THE 4Ps.







